

Got Blogs?

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Blogs

- Web logs
- Time-stamped posts
- Real time events
- Opinions of blogger/author
- Online diaries and journals of “ordinary folk”

Tools used with Blogs

- Blogger
 - One who blogs
- Comment
 - Response to a post
 - Blogger controls who can comment and if comments allowed
- Timestamp
 - Information about when the blog was posted

Tools used with Blogs

- Troll
 - Person who reads and responds to posts with the intention of causing trouble or criticizing
- Archive
 - File that contains older posts
- Blogroll
 - List of similar blogs published on blog's home page

Business Applications of Blogs

- Employees who attend conferences and/or training will log what they have learned
 - Knowledge distributed throughout organization
 - Company gets return on investment
- Used on intranets to inform employees of new projects and initiatives

Business Applications of Blogs

- Customer communication tool
 - Similar to FAQ – frequently asked questions
 - Northwest Admissions hosts blogs of “typical student” during semester
 - Northwest football player blogged Fall 2004 season

Educational Applications of Blogs

- Students

- Online forum for
 - Classroom discussion
 - Developing critical thinking skills
 - Developing writing skills
 - Developing reading comprehension skills
- Electronic Portfolio
- Online journal replaces paper journal
- Assessment in Zelif's 44-245 DigiTools

Professional Development for Teachers

- Mentoring
 - Mentor new colleagues at other schools
- Collaboration with colleagues
 - Across geographic areas
 - Acquire content about topic area
- Workshops and Classes
 - Patty Palmer, Economic Education workshop
- Self-reflection
 - Journal or diary entry to reflect on teaching practices

Personal Applications of Blogs

- Journal or diary of travels
 - Family and friends can access as they want
 - Saves emailing and attaching photos
- Christmas Blog—rather than the traditional Christmas letter

Developing a Blog

- Visit other blogs first
- Purpose of blog
 - Reading level appropriate
 - Keep it simple
- Update constantly
- Decide how “public” you want it to be
- Develop security/privacy policy
- Monitor the blog
 - Spam agents can troll and leave ads

Advantages of Blogs

- Information seekers
 - Less time consuming to read than emails
 - Information in consistent, organized form

Advantages of Blogs

■ Bloggers

- Can be set up in minutes on “ready-to-use” sites
- Easy to set up own blog with web development tools and skills
- Gives students/bloggers a “voice”
- Increases students’/bloggers’ interest and ownership in learning
- Gives students/bloggers chances to participate
- Provides opportunities for diverse perspectives both within and outside of the classroom

Disadvantages to Blogs

■ Educational Organizations

- Firewalls and security restrictions of network and Internet use
- Student information posted on web
- Reading blogs can be X-rated and filled with "personal opinions"
 - Students need to be reminded that not everything read on the web is "true"

■ Business Organizations

- 1st Amendment vs Company Policy
- Employee revelations about company

Disadvantages to Blogs

- Business Employees have lost jobs due to blogging entries
 - Delta flight attendant posted suggestive photos in her Delta uniform, with bra partially shown
 - Web designer posted blogs in a section called "Comments Heard In, Around, and Consequent to the Company Christmas Party Last Evening"
 - Google employee fired over a blog that discussed life at the company (although he states the info was public information and other entries were his personal thoughts and experiences)

What applications do you see for Blogs?

- In addition to Business Education Listserve, what about a Missouri Bus Ed Blog?
- Blogs from
 - First-year Middle School Teacher
 - First-year High School Teacher
 - Seasoned FBLA/PBL Adviser
 - MBEA Officer
 - DESE Supervisor/Director
 - College freshman

Blog Sites and References

- See handout

Questions and Comments

The End!